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04/08/24 • COVID • BIG PHARMA › NEWS

Pfizer's Misleading COVID Vaccine Claims 'Brought Discredit' on Big Pharma, UK Regulator Finds

The Prescription Medicines Code of Practice Authority, an independent, self-regulatory body established by the Association of the British Pharmaceutical Industry, ruled that the company breached five rules in its Code of Practice for advertising.

By **Brenda Baletti, Ph.D.**

41

Pfizer: One of the world
pfizer.com
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A U.K. regulatory agency found that top Pfizer employees "brought discredit" on the pharmaceutical industry when they made misleading claims promoting an "unlicensed medicine" in tweets about the COVID-19 vaccine, The Telegraph reported Sunday.

The Prescription Medicines Code of Practice Authority (PMCPA), an independent, self-regulatory body established by the Association of the British Pharmaceutical Industry, ruled that the company breached five rules in its Code of Practice for advertising.

U.K. pharmaceutical industry watchdog UsForThem filed the complaint with the PMCPA in February 2023. The complaint pertained to 2020 tweets by top Pfizer executives, including U.K. Medical Director Berkeley Phillips. The tweets were still visible on social media when the complaint was filed.

The organization alleged that Pfizer "misleadingly and illegally promoted its COVID-19 vaccine" by reporting very high relative efficacy rates without providing information about absolute efficacy rates or required information about safety.

UsForThem said it was important to file this complaint two years later because "such misbehavior was even more widespread" than they had previously thought, extending "right to the top" of Pfizer's U.K. operation and "was apparently continuing to this very day."

Commenting on the significance of the findings, Daniel O'Conner of Trial Site News, which also covered the story, told The Defender, "Pfizer's behavior throughout the pandemic has been truly outrageous. And of course the aim — big money."

O'Connor said Pfizer's "corporate behavior during the pandemic," as revealed by this and other PMCPA rulings, is "just as insidious" as the problems with the regulatory pathways for the drugs and major flaws in the clinical trials themselves that Trial Site News has been tracking.

Pfizer has a clear track record of acting as an "unacceptable profiteering enterprise during the worst pandemic in a century," he added. "The question we have is who empowered them in government."

RFK Jr. and Brian Hooker's
New Book: "Vax-Unvax"
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Serious censure for bringing 'discredit upon' Big Pharma

The complaint focused on a tweet Pfizer's Phillips shared on Twitter, now X, originally made by a U.S.-based Pfizer employee. The tweet stated:

> "Our vaccine candidate is 95% effective in preventing COVID-19, and 94% effective in people over 65 years old. We will file all of our data with health authorities within days. Thank you to every volunteer in our trial, and to all who are tirelessly fighting this pandemic."

The PMCPA investigatory panel found that four Pfizer U.K. employees had re-tweeted the post and others had "liked" it. They said it was likely that members of the public and health professionals would have seen the tweet.

The panel agreed with the UsForThem's allegations that the message had limited efficacy information and no safety information, in violation of rules about misleading the public and providing accurate safety data.

The panel also pointed out that the existing codes of conduct prohibit the promotion of medicines before their market authorization. Yet, in direct violation of the codes, Pfizer employees' tweets resulted in "an unlicensed medicine being proactively disseminated on Twitter to health professionals and members of the public in the UK," the panel found.

The tweets also violated Pfizer's own policy that prohibits Pfizer employees from interacting with social media related to the company's medicines and vaccines.

The PMCPA panel concluded that "Pfizer brought discredit upon and reduced confidence in the pharmaceutical industry," which it noted is a serious censure that it reserves for serious violations such as this one where a company promoted a drug before it had even been authorized.

Cases found to have brought discredit on the industry are advertised in the medical, pharmaceutical and nursing press.

A Pfizer U.K. spokesman said that the company "fully recognises and accepts the issues highlighted by this PMCPA ruling," and that it is "deeply sorry," according to The Telegraph.

Pfizer also said it would review its employees' use of social media to ensure they comply with current codes and to prevent such problems in the future.

The paper also reported that Phillips, whose re-tweet was primarily at issue, said the post was "accidental and unintentional." He added, "That said, we immediately accepted the case ruling and do everything we can to ensure that our employees adhere to our strict social media policy and the industry Code of Practice when using their personal social media."

"The Wuhan Cover-Up"
by Robert F. Kennedy Jr.
ORDER NOW

Five other reprimands related to COVID vaccine promotion

Pfizer was reprimanded by the regulator over its unethical promotion of the COVID-19 vaccine six times.

On March 4, a few days after PMCPA announced its ruling on the 2020 tweets promoting the vaccine, the agency also announced a second ruling, finding Pfizer breached another clause in the code of conduct in a 2022 tweet by Pfizer UK that "failed to maintain professional standards."

That ruling, also issued in response to a complaint filed by UsForThem, pertained to a series of three tweets posted on Pfizer UK's Twitter feed that included a link to a Pulse Today article.

That tweet said:

> "As the UK enters its first 'unlocked winter' since 2019, our [named senior Pfizer medical employee] explains the devastating impact that respiratory diseases can have during the colder months. Read more @PulseToday 👇 #WinterPressures."

The tweet linked to a promotional article — reposted here — commissioned by Pfizer on a website for healthcare professionals, but wasn't clearly marked as promotional content paid for by Pfizer.

The PMCPA in this case said it was concerned that the tweets were available to the general public when the material in the PulseToday article was intended for healthcare professionals. This violated the high standards created by the codes of conduct, regulators said.

In February 2023, the agency found that Pfizer CEO Albert Bourla, Ph.D., made "misleading" and "unqualified" comments promoting the use of COVID-19 mRNA vaccines for young children during an interview on the BBC.

In that case, UsForThem accused the BBC's medical editor, Fergus Walsh, of conducting the interview "as a friendly fireside chat," giving Bourla "a free pass promotional opportunity that money cannot buy" by allowing him to promote vaccine uptake, particularly among young children for whom the vaccine had not even been authorized.

At the time, no COVID-19 vaccines had been approved by the U.K.'s Medicines and Healthcare products Regulatory Agency for children under 12, so the panel found Bourla's comments breached the code.

Two of the other PMCPA rulings on Pfizer related to LinkedIn posts and one was about claims made in a press release.

The penalty for the series of breaches, The Telegraph reported, is a fine of 34,800 pounds.

Ben Kingsley, the head of legal affairs at UsForThem, told The Telegraph, "It's astonishing how many times Pfizer's senior executives have been found guilty of serious regulatory offences — in this case including the most serious offence of all under the UK Code of Practice."

"Yet the consequences for Pfizer and the individuals concerned continue to be derisory. This hopeless system of regulation for a multi-billion dollar life and death industry has become a sham, in dire need of reform," Kingsley said.

"Sweeping overhaul of the regulatory and legal framework under which this broken and corrupt industry is allowed to operate is desperately required," UsForThem tweeted.

Critics in the U.S. called for national regulators to hold Pfizer accountable here. In a tweet, Stanford's Jay Bhattacharya, M.D., Ph.D., called on the U.S. Food and Drug Administration to do so.

James Lyons-Weiler, Ph.D., wrote that the Federal Trade Commission and the Security and Exchange Commission take similar action.

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Brenda Baletti, Ph.D.
Brenda Baletti, Ph.D., is a senior reporter for The Defender. She wrote and taught about capitalism and politics for 10 years in the writing program at Duke University. She holds a Ph.D. in human geography from the University of North Carolina at Chapel Hill and a master's from the University of Texas at Austin.

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2 • Share Best Newest Oldest

notaluvvie
9 days ago edited

Pfizer's Misleading COVID Vaccine Claims 'Brought Discredit' on Big Pharma, UK Regulator Finds

Really? The **lies** told by Big Pharma and its useful idiot politicians and corrupt public servants brought "discredit"? When you start as low as the liars and thieves in Big Pharma and government, who kill "patients" without any remorse, they are not going to be worried about some annoying "discredit". Just another pretend investigation into the Scamdemic and how nobody will be punished.

BTW is "misleading" the same as "misinformation"? If so then both Big Pharma and governments need to be banned.

17 0 Reply

Brad O'Donnell → notaluvvie
9 days ago

Amen! "U.K. regulatory agency found that top Pfizer employees "brought discredit" on the pharmaceutical industry when they made misleading claims promoting an "unlicensed medicine" in tweets about the COVID-19 vaccine."

Why are all these 'milk toast' inconsequential articles leaking out now about Covid management? It's too little, too late.

None of these ever address the overarching tyrannical political medical elephant in the room promulgated by our deepstate government. That whole government cabal... Fauci, Collins, Dazick, Biden, NIH, CDC, FDA and Pharma worked hand and hand to destroy Trump...not caring how many people died for their agenda.

The Defender is just now reporting that therapeutics, hydroxy (HCQ) and ivermectin, if dosed early could have cured the whole Pandemic. Trump said these therapeutics could have been the 'Game Changer" in spring 2020. Early in 2020 Dr. Harvey Risch/Yale, said with Hcq, no on needed to die...that "this virus was totally manageable."

If Trump had cured us all, no Democrat would have been elected again. Trump had

see more

7 0 Reply

GarySummers → Brad O'Donnell
9 days ago edited

"Fauci, Collins Bagged 58 Royalty Payments Amid "$325 Million" $$ Collected By NIH"

The two longtime directors of the National Institutes of Health and its National Institute of Allergy and Infectious Diseases, "Francis Collins and Anthony Fauci" **received 58 royalty payments from companies to license and deploy their products using taxpayer dollars, according to a new release from OpenTheBooks.**

Fauci and NIH Director Collins received 58 Covid vaccine royalty payments totaling $325,000,000!

This comes from over 1,500 pages of unredacted records that had been stonewalled by the NIH.

Does it make sense now?...
https://www.zerohedge.com/p...

5 0 Reply

GarySummers → GarySummers
8 days ago

"Pfizer Forced To Apologize for Peddling 'Dangerous Fake News' About mRNA Shots"

Pfizer has been forced to apologize to the public for peddling false and misleading claims about their dangerous mRNA shots to the public.
https://thepeoplesvoice.tv/...

0 0 Reply

GarySummers → notaluvvie
9 days ago edited

***"Learn The Risks, Big Pharma"** "They Own Many Doctors and Medical Journals!"

PHARMA: AN INDUSTRY THAT PUTS PROFITS BEFORE PATIENTS?
https://learntherisk.org/ph...

The pharmaceutical industry is one of the largest moneymakers in the world, with more than a trillion dollars in profits every year. It's an industry that **heavily influences our healthcare system**, yet, it only profits when people are sick. Many people don't realize that there's no money made off healthy people.

LEARN THE RISK FOUNDER & FORMER MERCK REP BRANDY VAUGHAN EXPLAINS THE DARK SIDE OF THE PHARMACEUTICAL INDUSTRY THAT SHE USED TO WORK IN
https://rumble.com/v1rgtbk-...

4 1 Reply

GarySummers → GarySummers
8 days ago

"NEJM Study Reveals Pfizer's Antiviral Drug Paxlovid Does 'Little or Nothing' Against COVID-19 (VIDEO)"
https://www.thegatewaypundi...

0 0 Reply

Sima Jima
9 days ago

Pfizer brought great discredit and defame for:
1. drug manufactures
2. vaccines
3. dog vaccines
4. hospitals
5. doctors
6. governments
7. EU
8. WHO
9. especially CDC
10. (Fauci)

12 0 Reply

tw → Sima Jima
9 days ago

all living it, loving it and laughing all the way to the banks

5 0 Reply

stevor → Sima Jima
9 days ago

and my Kaiser doctor that I kept telling the vax was BAD and she ignored me

5 0 Reply

Beatrice → stevor
8 days ago

Everyone, especially doctors, needs to quit calling these modified RNA shots vaccines. They are not vaccines!!!!!! They were not developed to be vaccines and will never function as such. PERIOD.

3 0 Reply

GarySummers → Beatrice
8 days ago

They said they changed the Historic Definition of a Vaccine, in Sept 2021, was it done Legally?

1 0 Reply

Beatrice → GarySummers
8 days ago

Oh my gosh. I'm so sick of these malignant narcissists changing the definitions and the rules as they go along. I don't know if they changed it legally or if they changed it in response to backlash during covid in order to protect themselves. Nonetheless, it's just another example of the crazy making being crammed upon us.

1 0 Reply

GarySummers → stevor
8 days ago

Owned By "Big Pharma"!

1 0 Reply

Someone
9 days ago edited

Nothing will change as long as this doesn't affect their bottom line. They shouldn't be able to get off with just saying sorry we'll do better next time. Pfizer knows better and outright budgets for paying fines for misconduct. Pull the so called vaccine from the market and slap them with a massive fine and put the money they pay for that fine towards those harmed by their negligence.

My idea of a fitting punishment? Make them pay out 1 million dollars (or the equivalent in their local currency) to each person permanently disabled and to the family of those who died because of this terrible drug.

12 0 Reply

CastleConnell
9 days ago

words like 'discredited' and 'deeply sorry' point to terrible damage, we are at the beginning of this, money needs to flow the other way now, and the media needs to tell the truth

12 0 Reply

tw
9 days ago edited

"worst pandemic in a century" this was not a pandemic until big pharma got their hands (actually they had it years in advance)on a poison vaccine and started "installing" the poison into every arm they could find or "force" to have it. Not content with that they have now incorporated it into nearly all vaccines for everything.. still not happy with that they now have pills ang topical dressings... Obviously still not happy they want newborns to have it almost on day one of their (spike protein) shortened lives.. You notice it seems they are ALL just going to walk away from it with hardly a scratch..all those genocidal politicians, poor excuses for doctors, nurses, healthcare workers, police, and all the unelected bureaucratic agencies, mainstream news etc

11 0 Reply

Dennis
9 days ago

I see no difference between Pfizer and their lackies in the regulatory agencies and a serial killer who murders millions. Does the serial killer escape criminal charges by saying "Sorry, My bad. I'll try not to slaughter millions of people in the future?" This is a pathetic whitewash and an insult to the memory of the victims and their families.

11 0 Reply

Double_Up
9 days ago

'Discredit' is basically a worthless and inaccurate term to use in this context. Just like calling Stalin 'outdated;'.

11 0 Reply

chris
9 days ago

Isn't that a little too late to tell people that they are genetically modified with PATENTED sequences of NON-HUMAN origin after taking the Pfizer/Mod-E-RNA injections??? Prof. Bhakdi's voice at https://www.brighteon.com/b...
and quite few others, including my on mejbcart substack for > 2YEARS, all are warning about the infinite crime, all illegal, all without people's consent. My research shows 100% bioinformatic proof of the PLANNED design of the Spike genome, yet, nobody is interested, not even the LAWYERS who could get behind it all and STOP IT. No no action there. WHY?

10 0 Reply

tw → chris
9 days ago

It does not seem to matter now ...they have got away with it and are becoming very scarce in the news.. the "heads" have moved on out of the spotlight and been practically forgotten

3 1 Reply

tag → tw
9 days ago edited

It matters. My mother was murdered by pharma drugs long before Covid in 2011. I sued the bastards. took 7 years but the bastards had to pay. They haven't gotten away with anything unless you let them.

6 0 Reply

jann → tag
7 days ago

I'm sorry for your loss. I hope you tell your story to CHD.

0 0 Reply

Nikki Varton
9 days ago

"The penalty for the series of breaches, The Telegraph reported, is a fine of 34,800 pounds" That's a pathetic and useless penalty... unless they mean pounds of flesh!

8 0 Reply

John Stone Mod → Nikki Varton
8 days ago

All carefully controlled - a gentle slap on the wrist, and very modest mainstream exposure
but something which can be cited.

3 0 Reply

GarySummers
9 days ago edited

"BREAKING" USA?
"Sharing Is Caring" "Where Is Congress"?
"Can You Say Accountability?" If such a thing still exists in USA, Armed Forces Committee?

#18 Year USAF Airforce Active Duty treated like $hit for not getting the Covid Jab!
He appears to be Vindicated, and Biden Admin wonders why no one is joining the US Military?

The Saga of USAF Senior Airman Lance Castle, after refusing the CV-19 bio-weapon. Here's a video of him being extracted from his cell.
https://threadreaderapp.com...

This man was dubbed an "insider threat," **given 60 days pre-trial confinement (missed the birth of 1st born), and sent to a court martial to stand trial on 5 UCMJ Charges.**

Guess what!? He was ACQUITTED!!! NOT GUILTY, AKA NO EVIDENCE!
#LanceCastle #USAF
https://www.thegatewaypundi...

8 0 Reply

Tomas Hull
9 days ago

Until Big Pharma executives do jail time for their crimes, nothing will change. Since the whole system is corrupt, nothing will change and this lawlessness will just embolden those corrupt institutions to go even further. Why do they fear-monger disease X? They don't know what disease X is going to be but they already know it is going to be 20 times more deadly than covid-19? Looks like Big Pharma along with WHO have some psychics on their payroll...

8 0 Reply

tag → Tomas Hull
9 days ago

Look no farther than the bird flu hoax. They can unleash another vax and kill the food chain with one totally propaganda lie. Who's the chicken here? The birds being murdered by the millions or the idiots that still believe this garbage?

4 0 Reply

Laura Pieters
9 days ago

People need to go to jail for killing and harming people. End of story.

7 0 Reply

tag → Laura Pieters
9 days ago

Instead, they want us to trust them. Dream on murderers.

5 0 Reply

Donna Sheehan
8 days ago

Seriously they brought discredit on the Pharmaceutical companies. They've been discrediting themselves since inception. We allow this to continue bc there's NO substantial consequences for their nefarious acts. Same old thing kill as many of us through your intentional falsification of data. Sackler family was never charged. The list is long. RIP Brandy Vaughan 🙏 former whistle-blower from Merck.

4 0 Reply

sarahhornibrooke
9 days ago

Fantastic the pot calling the kettle black! Lets see some good and healthy infighting spill those beans.
All the Pharmaceutical Abusers are criminals and have the duty to expose EACH OTHER decades ago.
'Dissolving Illusions' is the real thing as we see how sick the COVID vaccinated are and from the main scam childhood ones too.
The most shafted populations are the most ill.
Assist the resist, press the press, and bash the mainstream in its legacy. Share and be a superspreader of the reality.We are in this together.All the best to you all .

4 0 Reply

GarySummers
9 days ago

"SAFE AND EFFECTIVE"
'Canadian Journalist, Who "Demanded Concentration Camps" for the Unvaccinated, Dead at 33'
Ian Vandaelle died after being hospitalized and "declared neurologically dead," his family revealed.
He was a Canadian business journalist who worked as a reporter and editor at the Financial Post.

Vandaelle advocated for vaccine passports and mandates and called for the firing of anyone who refused the injections.

He also suggested that unvaccinated people should be arrested and taken away to concentration camps by their governments.
https://slaynews.com/news/j...

"Pro-Vax Doctor Drops Dead of Heart Attack at 43"
A prominent doctor, who used social media to pressure the public into taking Covid mRNA vaccines, has died suddenly at just 43 years old, according to reports.

Dr. Vicky Jennings, from South Africa, was an internationally recognized trauma surgeon.
The mother of two passed away unexpectedly last week after reportedly suffering a fatal heart attack.
https://slaynews.com/news/p...

2 0 Reply

tag → GarySummers
9 days ago

Karma is a bitch sometimes.

4 0 Reply

Stephen Simac → tag
7 days ago

Although I can't sympathize with their tyrannical comments or even their untimely demise, they were also victims of the largest, most organized and planned out psychological, legal and social pressure campaign ever.

0 0 Reply

tag → Stephen Simac
2 days ago

They were victims? Are you serious? They were co-conspirators to murder for $$$.

0 0 Reply

stevor
9 days ago

did the UK decide that enough people have died or been injured it now so they can put a halt to more?

2 0 Reply

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CONTINUE

jann → stevor
7 days ago

My thoughts exactly. If Geert Vanden Bossche's prediction comes true, the deluge is starting to hit now.

👍 0 👎 0 Reply

GarySummers → stevor
8 days ago

"Know Someone Thinking of Getting Another COVID Shot? Send Them This Video"

This is actually happening. If you know anyone who is considering getting more jabs, please urge them to watch this short video. The end is tragic.
https://vigilantnews.com/po...

👍 0 👎 0 Reply

Dennis
9 days ago

Pathetic impotent gesture. And equally pathetic that CHD distributed this whitewash.

👍 1 👎 0 Reply

Paul Hastilow
2 days ago

Albert Bourla, CEO of Pfizer, is one of the Main Co Conspirators , along with Fauci, Klaus Schwab, WEF, WHO, FDA CDC.NIAH. Etc …..!
A fine ….even in the Billions ($,s) Doesn't Solve anything….? HEADS MUST ROLL…! PRISON TIME IS REQUIRED….!
This is "Crimes Against Humanity" "Pre Meditated Murder" on a Massive Scale.
Another Nuremberg is Required, to Apportion "Blame on the PerpeTRAITORS".
The Health Care Industry, and Big pHarma, have Lost All Credibility, with the
Planned ScamDemic. To Euthanise Millions of People, like "Lemmings"off a Cliff….!
Vaxxines must be Treated "With Extreme Prejudice"……Don't be Part of the Elitist
Experiment. This is just the Start…! Not the End…..?
May the Good Lord, Protect, and Provide for Us, in our time of Need. AMEN.🙏

👍 0 👎 0 Reply

jann
7 days ago edited

Pfizer will remain in business and continue to lie. Can't wait to see what the FTC and SEC do. What's more bizarre is that MSM will not report this so most people, at least in the northeast U.S., will not know and will be the first to get their bird flu shot.

👍 0 👎 0 Reply

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